



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Vice Mayor Magdalena
Carrasco

SUBJECT: SEE BELOW

DATE: December 3, 2018

APPROVE: 

DATE:

December 3, 2018

SUBJECT: GPT16-010 - GENERAL PLAN TEXT AMENDMENT: AMENDMENT TO THE ROOSEVELT PARK, LITTLE PORTUGAL, FIVE WOUNDS, AND 24TH AND WILLIAM URBAN VILLAGE PLANS, INCLUDING REVISED IMPLEMENTATION CHAPTERS AND MINOR TEXT MODIFICATIONS TO EACH URBAN VILLAGE PLAN

RECOMMENDATION

1. Accept the staff recommended changes to the Roosevelt Park, Little Portugal, Five Wounds, and 24th and William Urban Village Plans.
2. Add to the Little Portugal Urban Village priorities deed restricted commercial space for “non-formula” employment uses such as small businesses.
3. Conduct community outreach in 2019 to explore additional changes to the Little Portugal Urban Village Plan to explore increasing the housing and commercial allocation.

BACKGROUND

The Alum Rock business corridor has suffered a loss of small businesses after the impacts of the Bus Rapid Transit construction project. The corridor continues to face the possibility of losing small businesses with the investment that has been contemplated inside the Little Portugal Urban Village. And among the most affected are long-operating small businesses, especially those owned and operated by immigrants and people of color. When they disappear, not only does their loss change the physical character of a neighborhood, it equals the loss of employment, a driver of the local economy, a place to purchase culturally relevant goods and services, and the very identity of our community.

Small business displacement or erasure erodes the fabric of neighborhoods and communities. Adding the Urban Village Amenity for deed restrictions for commercial spaces as one of the top priorities of the corridor will allow city staff and the community to push for opportunities that will enable small businesses to remain and thrive along the corridor and protect small businesses from displacement in order to preserve this corridors’ unique identity.

CITY COUNCIL

December 4, 2018

Subject: Urban Village

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Currently the Little Portugal Urban Village has been allocated 310 new planned units. There has been significant development interest along the corridor. I am concerned that we will lose momentum if we do not seriously consider shifting housing and commercial allocation into this urban village in the near term. I hope that we can go back into the community and explore opportunities to develop a unique, thriving, walkable community that will enable residents of all incomes to live, work and play and capitalize on the momentum within the corridor.